Established in 2008

"बेटी बचाओ, बेटी पढ़ाओ"

Jayoti Vidyapeeth Women's University, Jaipur

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A STUDY OF BRAND CULTURE IN INDIA: SPECIFIC REFERENCE TO APPAREL SECTOR IN ANDHRA PRADESH

Submitted by

GODA POOJA

Enrollment No :

JVR/II/22/11029

Under the Guidance of

DR. MINI AMIT ARRAWATIA

Department of Management & Commerce

Faculty of Law & Management

A Synopsis

Submitted in

Partial fulfillment for the Degree of

DOCTOR OF PHILOSOPHY

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INTRODUCTION

BRAND CULTURE

Brand Culture can be defined as the inherent DNA of the brand and its values that governs every brand experience, brand expression, interaction with the customers, employees, and other stakeholders of the company along with every touch point.

Brand culture is the culture formulated and defined by the company in which the employees live the core values of the brand to solve problems of the customers, make strategic and fruitful decisions, and deliver a high quality and branded customer experience externally.

Benefits of Brand Culture

A healthy Brand Culture is able to keep and attain the brand promises in a successful manner on the intrinsic and extrinsic levels.

Corporate brand culture is important in several regards: it needs to underpin the communicated corporate brand values, its covenant and, importantly, its activities and behavior. Adherents to a corporate brand, whether they are customers, employers, investors, etc. are, de facto, members of a brand community or network: a community that encapsulates the values of a brand and a community whose actions also help to define a brand community.

Brand discourse is beset by logorrhea, where the target word is becoming increasingly festooned with add-ons and modifiers —brand awareness, brand dilution, brand equity, brand focus, brand platform, brand positioning, brand relevance, brand

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resonance, brand strategy, brand synergy— a process he calls 'brand brand brand brand brand stretch'. -Stephen Brown

Building Brand Culture

1. Define the brand culture.
2. Encourage and endorse the culture.
3. Hire the employees that embody the values and traits of the brand.
4. Reward and recognise.
5. Work on the brand elements.
6. Stick to the brand promise

Cultures of the Organization

1. **Clan culture**

   "Collaborate culture", where there's a lot of emphasis placed on teamwork and togetherness.

2. **Adhocracy culture**

   This type of culture lives by that "move fast and break things" philosophy that's been popular among a lot of startups. "Create culture."

3. **Market culture**

   "Compete culture", because the emphasis is placed on results. To put it simply, people want to win and accomplish what they set out to do.

4. **Hierarchy culture.**

   "Control culture" applies to work environments that are more structured and process-oriented. Most activities and decisions are dictated by existing procedures, rather than a lot of innovation and freethinking.

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REVIEW OF LITERATURE

1. **Brand culture** refers to the cultural influences and implications of brands in two ways.

    1. We live in a branded world: brands infuse culture with meaning, and brand management exerts a profound influence on contemporary society.

    2. Brand culture provides a third leg for brand theory—in conjunction with brand identity and brand image, brand culture provides thenecessary cultural, historical, and political grounding to understand brands in context. Brand Culture places brands firmly within culture to look at the complex underpinnings of the branding process.

Brand Culture dwells between checklist-type managerial models on one hand and studies of consumer behaviour on the other. We introduce the brand culture concept as the theoretical space between strategic concepts of brand identity and consumer interpretations of brand image, and draw out implications for brand management and research. Brand Culture sheds light on the gap often seen between managerial intention and market response.

2. **Ambi-brand culture** _ On a wing and a swear with Ryanair

    In his research the author 'Stephen Brown' has neglected the aspect related to the customer and the traditional aspect that mostly reached to them. And also helped them in choosing that air lines. Air lines of the various destinations place various conditions and services to the customers depending upon factors they opt.

In the book of BRAND CULTURE- Stephen brown has not taken much care regard to the employee knowledge and their awareness in the customers.

The study confined to the brand not to the region of India or the Indian brands or the other brand and sectors.

KOTLER's final sentence is correct, 'Shrink to Fit', 'May Contain Nuts' and 'Do Not Exceed Stated Dose' presumably qualify as brands. No doubt they're being trademarked as I type.

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Brown skewers the old idea that individual brands stand for one thing and one thing only.

"Ambi-brands—those 'inherently ambiguous, enigmatic, polymorphic, plurivalent brands'—that pose problems for traditional branding theory".

He suggests, in his characteristically mild manner, that not only are brand cultures co-created with consumers—who often ignore or subvert the messages and meanings that managers try to convey—but also that ambiguity is central to the magical aura that surrounds allegedly legendary brands.

Brand culture is therefore not only a relevant notion for customers but also employees, prospective employees, investors, business partners and may also accommodate governments and the media.

3. Building Brand Culture: Unlock your Brand's Cultural Potential

Brand culture, on the other hand, creates a bridge between the brand and its customers. Over time, the brand strengthens its identity, creates a world that thrives on trends and lifestyles. It produces meaning, it gives itself a view of the world that it wants to share.

They are no longer simply identifiers of products and services in the marketplace, but comprehensive realms, charged with meaning, poles of symbolic density, and cultural systems, with values and practices, behavior, creative content and even lifestyle rules emanating from them. Brands don't only have culture; they exist within a culture.

BRAND CONTENT	BRAND CULTURE	DEFINITION OF CULTURE	IMPLICATION FOR BRANDS
Message expressed through words	Milieu one can live it without thinking about it	Set of acquired behaviors	Brand is not an immobile institution, but a process, an interaction
Reliant on the media in which expressed	Reality which goes beyond the media in which expressed	Set of a society's collective aspects	Brand is recognized collectively, can be a medium for projection
Almost brand's modes of expression	Networking of the elements making up a brand	Set of daily living experiences	Brand is not a set of words, or a single imaginary realm, it is embodied and experienced

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AIMS AND OBJECTIVES

- To analyze the culture of the brand in the organization and the strategies that are adopted for developing the brand culture.
- To study the gap between the organizational culture and brand culture according to the brand culture of the organization.
- To determine the various factors that drive towards development of the brand culture, and also to analyze the brand culture awareness in employees.
- To analyze the culture knowledge of the brand in the customers, in which the employees strive to attain the customers.
- To determine the various cultures adopted in the brand culture.

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RESEARCH METHODOLOGY

SAMPLING METHOD:

In sampling method, the study will under a sample group from a finite population. The sample population includes individuals of the business sector, consumers related to business sector or non-business sector.

In sampling the major respondents include working employees of the organization. The sample is chosen from the apparel organizations.

In this study the sampling methods used are stratified sampling, cluster sampling. Stratified sampling is used to the working employees' respondents and cluster sampling is used for the organization selection and other respondents.

SAMPLE SIZE:

The sample size includes population of 1000. The sample population include employees of the organization, consumer/customers, third-parties related to the brand management, and others if necessary.

The sample population group is categorized into different categories of respondents

Employees of the organization include sample population of 20 in each apparel brand.

The customers of each brand include 100 sample population. The customers can be individuals, family, parents, friends or any other irrespective of gender.

The study includes brands like Allen Solly (ADITYA BIRLA NUVO), VanHeusen (ADITYA BIRLA NUVO),FABINDIA, park avenue(RAYMONDS), WEST SIDE (TATA ENTERPRISE).

SAMPLE FRAME:

Sample frame includes the group of population chosen and batched depending on the nature kind of the research in order to process the data given by the respondents into an integrated finalized result. It is to select the sample in a designed and with a designated state for preventing the errors in the collection of data. Simply it is a timeline and procedure in formulating the sample population with help of various standards.

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The customers or consumers are randomly chosen without harming the individual in any form. The customers may be loyal ones, or the window shoppers, or may be first time shopper of the brand or may be the solely loyal customer of the brand.

The framework is framed with all necessary guidelines in reaching out the results. It is planned inorder to prevent false information tracked out of the respondent form.

DATA COLLECTION

PRIMARY DATA: The study includes primary data related to the objectives of the research work. The primary data of the study is entitled to the organization study information, strategies adopted for developing the various cultures in the organization by the top management.

SECONDARY DATA: The secondary data of the study includes data relating to the information through a detailed survey, interviewing the employees, consumer / customer and others. The study prefers to conduct the observation method in order to find out their culture style adopted and the culture style adopted.

DATA ANALYSIS

Data analysis involves data requirement gathering, data collection, data cleaning, data analysis, data interpretation and data visualization, and using it to find patterns and other insights. Data analysis key role in distilling this information into a more accurate and relevant form. The data analysis includes various types

- Diagnostic analysis
- Predictive analysis
- Prescriptive analysis
- Statistical analysis
- Text analysis

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HYPOTHESIS

NULL HYPOTHESIS (H0): A Null hypothesis proposes no relationship between two variables.

AN ALTERNATIVE HYPOTHESIS (H1) : Directly contradicts a null hypothesis by stating that the actual value of a population parameter is less than, greater than, or not equal to the value stated in the null hypothesis.

In the hypothesis testing of the study, the data collected is analyzed on various categories.

Null hypothesis: The study of hypothesis in existence of the brand culture.

Null hypothesis: The hypothesis shows no relationship between the culture variables.

Alternative hypothesis: The hypothesis stating relationship of the opinion of respondents with the organisation brand culture.

Null hypothesis: The hypothesis shows no relation of the study culture on respondent's culture.

Alternative hypothesis: The hypothesis stating satisfied relationship of brand culture with Indian culture or stated cultural factors.

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LIMITATIONS OF THE STUDY

- The study is confined to the brand and its cultural aspect.
- The study is only confined to apparel sector.
- It is to study the cultural aspects of clothing in India with respect to Andhra Pradesh.
- The study cannot define the statistical data related to the brand culture.
- The study confines to the cultural aspects relating to the India.

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